

**CONTRACT**

**WHNS-TV**  
**Meredith Corporation**  
**Fed ID 42-0410230**  
**21 Interstate Court**  
**Greenville, SC 29615**  
**(864)288-2100**

www.foxcarolina.com

And:

**Smart Media Group**  
**814 King Street, Suite 400**  
**Alexandria, VA 22314**  
**USA**

<u>Contract / Revision</u> 485848 /		<u>Alt Order #</u> 06224370
<u>Product</u> MCCRORY FOR GOVERNOR		
<u>Contract Dates</u> 10/01/12 - 10/07/12		<u>Estimate #</u> C01C07
<u>Advertiser</u> Pat McCrory For Gov NC		<u>Original Date / Revision</u> 07/18/12 / 07/19/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WHNS	<u>Account Executive</u> Jim Quinn	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 55.90
<u>IDB#</u> 1046	<u>Advertiser Code</u> MCCRO	<u>Product Code</u> ORDR
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WHNS	10/05/12	10/05/12	2.5 Men	Fri 630-7P		:30				NM	1	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--				1	\$520.00	2.20			
N 2	WHNS	10/05/12	10/05/12	House	Fri 8-9p		:30				NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--				1	\$1,250.00	4.40			
N 3	WHNS	10/01/12	10/01/12	2.5 Men	Mon 630-7P		:30				NM	1	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----				1	\$520.00	2.20			
N 4	WHNS	10/01/12	10/01/12	Bones	Mon 8-9p		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----				1	\$1,600.00	5.80			
N 5	WHNS	10/04/12	10/04/12	2.5 Men	Thu 630-7P		:30				NM	1	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---				1	\$520.00	2.20			
N 6	WHNS	10/04/12	10/04/12	X Factor	Thu 8-9p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---				1	\$2,000.00	10.50			
N 7	WHNS	10/02/12	10/02/12	2.5 Men	Tue 630-7P		:30				NM	1	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$520.00	2.20			
N 8	WHNS	10/03/12	10/03/12	2.5 Men	Wed 630-7P		:30				NM	1	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----				1	\$520.00	2.20			
N 9	WHNS	10/03/12	10/03/12	X Factor	Wed 8-10p		:30				NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--2----				2	\$2,000.00	12.10			
<b>Totals</b>										<b>55.90</b>		<b>10</b>	<b>\$11,450.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/05/12	10	\$11,450.00	\$9,732.50
<b>Totals</b>	<b>10</b>	<b>\$11,450.00</b>	<b>\$9,732.50</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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Contract / Revision	Alt Order #
485848 /	06224370

Contract Dates	Product	Estimate #
10/01/12 - 10/07/12	MCCRORY FOR GOVE	C01C07

Advertiser	Original Date / Revision
Pat McCrory For Gov NC	07/18/12 / 07/19/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
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I, Smart Media Group,

being/on behalf of: Pat McCrory, a legally

qualified candidate of the Republican political

party for the office of: Governor

in the General

election to be held on: 11/6/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

**Total Charges:**

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Pat McCrory

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Julia A. Keane  
signature of candidate or authorized committee

\_\_\_\_\_  
printed name

\_\_\_\_\_  
date